

**UNITED STATES DEPARTMENT OF JUSTICE**  
**WASHINGTON, D. C.**

**SUPPLEMENTAL REGISTRATION STATEMENT**

*Pursuant to Section 2 of the Foreign Agents  
Registration Act of 1938, as Amended*

REGISTRATION No. 1121

For Six Months Period Ending July 31, 1963  
(Insert date)

1. (a) Name of Registrant.

Development Counsellors International, Ltd.

(b) All other names used by Registrant during the period.

None

(c) Address of principal office.

20 East 46th Street, New York 17, N.Y.

(d) Name of person or persons in charge of principal office.

Ted M. Levine

3. If Registrant is a nonbusiness membership organization, state—

(a) Approximate number of members in the United States inapplicable

(b) Approximate number of members outside the United States inapplicable

4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

*Name and address  
of official*

*Date connection began*

*Position, office, or nature  
of duties*

None

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

*Name and address  
of official*

*Date connection ended*

*Reason for ending  
connection*

None

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

*Name and address of branch, unit,  
group, or organization*

*Nature of connection with  
Registrant*

*Name and address of person  
in charge*

Principal office only; no branches

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

*Name of branch, unit, group, or organization*

*Reason operations ceased*

None

6. All persons who at any time during the period were foreign principals of Registrant.

	<i>Name and principal address</i>	<i>Is person still a foreign principal of Registrant?</i>	<i>If not, give date connection ended</i>
1.	New South Wales Govt. Office 680 Fifth Ave., N.Y.C.	Yes	-
2.	Trinidad & Tobago Industrial Development Corp., Trinidad, W.I.	Yes	-
3.	Ontario Dept. of Economics & Development, Toronto, Ontario.	Yes	-
4.	Nova Scotia Trade & Industry Branch Halifax, Nova Scotia, Canada	No	June 5, 1963

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

We have attached monthly reports herewith which describe fully activities we ~~discovered~~ on behalf of each of these clients.  
performed

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

Registrant offers public relations services to domestic clients.

9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
Ted M. Levine 498 West End Ave. New York, N.Y.	Advertising, public relations and promotion creation-placement	No
E. T. Ellenis 20 Kent St. Farmingdale, L.I., N.Y.	Advertising, public relations and promotion creation- placement	No
Patricia T. Levine 498 West End Ave. New York, N.Y.	General administrative work	No
Samuel Z. Levine 445 W. 68 St. New York, N.Y.	None except at Board of Directors meetings	No

- (b) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
Millicent Brown 530 E. 84th St. New York, N.Y.	Secretarial	No
Susan Miller 498 West End Ave. New York, N.Y.	Secretarial	No
Ronald Jasper 210 West 90th St. New York, N.Y.	Clerical	No.

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

- (a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

<i>Date funds received</i>	<i>Name of foreign principal from whom funds received<sup>1</sup></i>	<i>Purposes for which received<sup>2</sup></i>	<i>Amount received<sup>3</sup></i>
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See attached

- (b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows:<sup>4</sup>

<i>Date funds received</i>	<i>Name of person from whom received<sup>1</sup></i>	<i>Purposes for which received<sup>2</sup></i>	<i>Amount received<sup>3</sup></i>
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None

- (c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows:<sup>5</sup>

<i>Date payment was made</i>	<i>Name of person to whom payment was made<sup>1</sup></i>	<i>Purposes for which payment was made<sup>2</sup></i>	<i>Amount of payment<sup>3</sup></i>
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See attached

<sup>1</sup> Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

<sup>2</sup> Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

<sup>3</sup> Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

<sup>4</sup> Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

<sup>5</sup> Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

Name of person by  
whom delivered

Number of speeches, lectures,  
and talks delivered

Number of radio broadcasts  
delivered

None

- (b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

- |                                |   |                                   |
|--------------------------------|---|-----------------------------------|
| (1) Press releases . . . . . X | (8) Circulars . . . . .   | (15) Lantern slides . . . . .     |
| (2) News bulletins . . . . .   | (9) Form letters . . . . .  | (16) Still pictures . . . . .     |
| (3) Newspapers . . . . .       | (10) Reprints . . . . .   | (17) Posters . . . . .            |
| (4) Articles . . . . .         | (11) Copies of speeches, lec-<br>tures, talks, or radio<br>broadcasts . . . . . | (18) Photographs . . . . .        |
| (5) Books . . . . .            | (12) Radio programs . . . . .   | (19) Charts . . . . .             |
| (6) Magazines . . . . .        | (13) Radio scripts . . . . .  | (20) Maps . . . . .               |
| (7) Pamphlets . . . . .        | (14) Moving pictures . . . . .  | (21) Other publications . . . . . |

- (c) Preparation and distribution of publications referred to in answer to (b) above.

Description of  
publication

By whom written, edited,  
or prepared

By whom printed, produced,  
or published

By whom  
distributed

All publications distributed through first class mail to editors of trade and business publications. All printed, produced and published by Ted M. Levine, Development Counsellors International, Ltd.

- (d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.

- (1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

x Yes

- (2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled.

Yes

- (3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-403? If not, explain why any such reports were omitted.

Yes

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official,  
or agency thereof*

*Nature of changes during period in Registrant's  
connections therewith*

None

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or  
combination*

*Nature of changes during period in  
Registrant's ownership or other  
pecuniary interest*

*Nature of changes during period in any  
direction or control exercised  
by Registrant*

None

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,  
or individual*

*Nature of changes during period in ownership,  
supervision, direction, or control*

None

(b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or  
financial assistance received*

*Nature and amount of subsidy or  
financial assistance*

None

**14. File the following exhibits with this statement:**

*Short Form Registration Statement* - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (formerly Exhibit A) has not previously been filed:

(a) All partners, officers, directors, and similar officials of Registrant.

(b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.

*Exhibit B.*—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.

*Exhibit C.*—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.

*Exhibit D.*—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

*Exhibit E.*—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

*Ted M. Levine*

(Signature)

Ted M. Levine

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

*Patricia T. Levine*

(Signature)

Patricia T. Levine

(Signature)

(Signature)

Subscribed and sworn to before me at

*New York, N.Y.*

this

*29*

day of

*August*

19

*63*

*Malcolm S. Sargent*

(Signature of notary or other officer)

NOTARY PUBLIC  
State of New York  
County of New York  
Commission Expires

My commission expires

*1965*



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<u>Date funds received:</u>	<u>Name of Foreign Principal from whom funds received:</u>	<u>Purposes for which received:</u>	<u>Amount received:</u>
2/14/63	New South Wales Govt. Office	Fees & expenses	\$2,250.00
2/15/63	Ontario Dept. of Economics & Development	Fees & expenses	4,877.21
3/7/63	New South Wales Govt. Office	Fees & expenses	2,250.00
3/21/63	Trinidad & Tobago Industrial Development Corp.	Fees & expenses	3,906.05
3/29/63	Trinidad & Tobago Industrial Development Corp.	Fees & expenses	3,869.68
3/5/63	New South Wales Govt. Office	Fees & expenses	2,250.00
4/12/63	Ontario Dept. of Economics & Development	Fees & expenses	10,063.08
4/15/63	Trinidad & Tobago Industrial Development Corp.	Fees & expenses	6,130.09
4/29/63	Ontario Department of Economics & Development	Fees & expenses	1,284.90
5/10/63	New South Wales Govt. Office	Fees & Expenses	3,610.00
5/15/63	New South Wales Govt. Office	Expenses	4,135.00
5/21/63	New South Wales Govt. Office	Fees & expenses	2,250.00
5/31/63	Trinidad & Tobago Industrial Development Corp.	Fees & expenses	3,776.39
6/26/63	Trinidad & Tobago Industrial Development Corp.	Fees & expenses	7,639.55
6/28/63	Ontario Dept. of Economics & Development	Fees & expenses	3,697.53
7/15/63	Ontario Dept. of Economics & Development	Fees & expenses	5,146.76
7/15/63	New South Wales Govt. Office	Fees & expenses	2,250.00
7/22/63	Trinidad & Tobago Industrial Development Corp.	Fees & expenses	4,135.71

<u>Date of Payment:</u>	<u>To:</u>	<u>Purpose:</u>	<u>Amount:</u>
2/28/63	Newsweek Magazine	Back Issue	\$ .45
2/14/63	Trinidad Hilton Hotel	Lodging	379.71
2/14/63	British West Indies Airways	Add'l airfare	38.50
2/4/63	American Calculating & Typing Service, Inc.	Billing	47.00
2/4/63	Air & Marine Travel	airfare	108.00
2/4/63	Emanuel T. Ellenis	Representation	21.25
2/4/63	Ted M. Levine	Representation	163.91
2/4/63	Emanuel T. Ellenis	Representation	9.82
2/4/63	Luce Press Clipping Service	Clipping Service	27.75
2/4/63	World Trade Academy Press	Issue	.55
<del>Canadian</del> 2/4/63	Canadian Manufacturers Association	Publication	15.00
2/4/63	Air & Marine Travel	Airfare	304.71
2/4/63	Palmer House	Luncheon	278.75
2/4/63	LaSalle Letter Co.	Printing	96.21
2/4/63	COMMERCIAL & FINANCIAL CHRONICLE	Publication	31.52
2/4/63	Fraser's Trade Directories, Ltd.	Publication	12.50
2/4/63	Luce Press Clipping	Clipping Service	33.78
2/4/63	Bachrach	Portraits	57.73
2/4/63	Metro News Photos	Photos	52.00
2/5/63	Emanuel T. Ellenis	Representation	.45
2/5/63	Sinax Stationers	Stationery	11.36
2/5/63	Halifax Board of Trade	Publication	1.00
2/5/63	MONEY TIMES	Publication	10.00

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<u>Date of Payment:</u>	<u>To:</u>	<u>Purpose:</u>	<u>Amount:</u>
2/5/63	Rapid Messenger	Messenger Service	\$ 2.20
2/5/63	<del>Friday News</del> THE TRENTONIAN	Publication	7.50
<del>2/5/63</del>			
2/5/63	Luce Press Clipping	Clipping Service	38.05
2/7/63	Fairchild Publications	Advertising	165.27
2/7/63	Wall Street Journal	Advertising	327.70
2/7/63	Chicago Tribune	Advertising	307.88
2/7/63	Electronics Magazine	Advertising	167.30
2/7/63	Iron Age Magazine	Advertising	171.60
2/15/63	Toronto Globe and Mail	Subscription	30.00
3/7/63	LaSalle Letter Company	Printing	104.33
3/7/63	Magazine of Wall Street	Publication	8.30
3/7/63	Luce Press Clipping	Clipping Service	32.54
3/7/63	Don Short	Consultant	250.00
3/7/63	Ira Furman	Shipping	22.14
3/7/63	Emanuel T. Ellenis	Representation	9.73
3/7/63	Luce Press Clipping	Clipping Service	27.75
3/8/63	Thomas Skinner & Co.	Publication	14.42
3/8/63	New York Times	Pictures	24.72
3/8/63	The Los Angeles Times	Advertising	285.40
3/8/63	American Chemical Society	Advertising	259.25
3/8/63	LaSalle Letter Co.	Reprints	85.80
3/8/63	Luce Press Clipping Service	Clipping Service	31.46
3/8/63	LaSalle Letter Company	Printing	2180.16
3/8/63	International Executives Assn.	Exhibit Space	75.00
3/8/63	Emanuel T. Ellenis	Representation	16.64
<del>3/8/63</del>			
3/8/63	Chicago Association of Commerce and Industry	Publication	.70
3/8/63	Queens Printer	Publication	.40

<u>Date of Payment:</u>	<u>To:</u>	<u>Purpose:</u>	<u>Amount:</u>
3/8/63	Ted M. Levine	Representation	\$179.03
3/26/63	David Francis	Services	173.20
4/4/63	Ted M. Levine	Representation	37.35
4/4/63	Ira Furman	Shipping	16.00
4/4/63	Emanuel T. Ellenis	Representation	8.08
4/4/63	Brentano's	Publication	12.88
4/4/63	American Banker	Advertising	104.72
4/4/63	Park Plaza Travel	Airfare	299.75
4/4/63	Haber Typographers	typography	21.37
4/4/63	G.&W. Studios	artwork	111.50
4/4/63	Luce Press Clipping	Clipping Service	30.84
4/4/63	Luce Press Clipping	Clipping Service	29.61
4/4/63	Emanuel T. Ellenis	Representation	4.85
4/4/63	Displayter	Display	98.00
4/4/63	Wall Street Journal	Advertising	262.16
4/4/63	Luce Press Clipping	Clipping Service	32.85
4/4/63	Luce Press Clipping	Clipping Service	33.47
4/4/63	Hugh Bell Photographers	Photos	29.00
4/4/63	LaSalle Letter Company	Printing	25.24
4/4/63	LaSalle Letter Company	Printing	268.30
<del>XXXXXXXXXXXXXXXXXXXX</del>			
4/4/63	Air and Marine Travel	Airfare	609.42
4/9/63	U.S. Supt. of Documents	Publications	3.75
4/12/63	Emanuel T. Ellenis	Representation	200.00
5/9/63	Western Union	Telegram	201.39
5/6/63	American Banker	Advertising	158.95
5/6/63	Manufacturer's Agent Pub. Co.	Mailing List	20.00
5/6/63	Rik Show	Photo Display	57.93
5/6/63	International Trade Review	Publication	10.00
5/6/63	L.A. World Affairs Council	Luncheon	54.62

<u>Date of Payment:</u>	<u>To:</u>	<u>Purpose:</u>	<u>Amount:</u>
5/6/63	Export Trade Magazine	Publication	\$ 4.85
5/6/63	LaSalle Letter	Printing	29.87
5/6/63	Communications Typing Center	Typing	4.00
5/6/63	American Calculating & Typing	Invitations	19.55
5/6/63	Wide World Photo	Photos	37.64
5/6/63	Ted M. Levine	Representation	3.15
5/6/63	Ted M. Levine	Representation	37.45
5/6/63	LaSalle Letter	Printing	905.51
5/6/63	G.&W. Studios	artwork	117.00
5/6/63	Ira Furman x	Shipping	8.00
5/6/63	Copy-Art	Photos	7.16
5/6/63	Haber Typographers	typography	23.43
5/7/63	Luce Press Clipping	Clipping Service	39.96
5/8/63	Active Photo	Photos	42.63
<del>XX</del>			
5/9/63	Wide World Photos	Photos	114.23
5/9/63	Wide World Photos	Photos	25.75
5/13/63	Emanuel T. Ellenis	Representation	54.15
5/23/63	TIME Incorporated	Advertising	1599.36
5/23/63	Newsweek Magazine	Advertising	1845.10
5/23/63	Frank E. Knight	Advertising Artwork	400.00
5/23/63	International Trade Review	Advertising	179.10
5/23/63	The New York Times	Advertising	816.00
5/23/63	Wall Street Journal	Advertising	9.60
5/23/63	The New York Times	Advertising	6.41
5/23/63	Ira Furman	Shipping	8.00
5/23/63	Air and Marine Travel	Airfare	54.60
6/10/63	Vital Speeches Magazine	Publication	4.00

<u>Date of Payment:</u>	<u>To:</u>	<u>Purpose:</u>	<u>Amount:</u>
6/25/63	Trinidad Hilton Hotel	Lodgings	\$ 155.45
6/12/63	Air and Marine Travel	Airfare	262.00
6/12/63	Smaller Manufacturers Council Publication		15.00
6/12/63	The New York Times	Advertising	357.00
6/12/63	Monetary Times Magazine	Publication	11.11
6/12/63	Luce Press Clipping	Clipping Service	33.32
6/12/63	Luce Press Clipping	Clipping Service	36.71
6/12/63	TIME Incorporated	Advertising	20.02
6/12/63	Wide World Photos	Photos	120.51
6/12/63	Journal of Commerce	Publication	.40
6/13/63	LaSalle Letter	Printing	240.10
6/13/63	Ted M. Levine	Representation	14.75
6/13/63 L	LaSalle Letter	Printing	1895.21
6/13/63	LaSalle Letter	Printing	653.02
6/13/63	American Banker Magazine	Publication	3.00
6/13/63	Hotel Astor	Meeting	21.60
6/19/63	Railway Express Agency	Shipping	3.30
6/21/63	Emanuel T. Ellenis	Representation	150.00
7/8/63	Penn Sheraton Hotel	Lodginga	3.69
7/8/63	LaSalle Letter	Printing	208.02
7/8/63	Luce Clipping Service	Clipping Service	35.98
7/8/63	Luce Clipping	Clipping Service	31.61
7/8/63	Wide World Photos	Photos	41.08
7/8/63	Wide World Photos	Photos	30.58
7/8/63	Wide World Photos	Photos	6.86
7/8/63	Chamber of Comm. Grtr. Pitt. Advertising		75.00
7/8/63	LaSalle Letter	Printing	318.34
7/8/63	Ira Furman	Shipping	8.00
7/8/63	Ted M. Levine	Representation	14.30

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<u>Date of Payment:</u>	<u>To:</u>	<u>Purpose:</u>	<u>Amount:</u>
7/8/63	Air & Marine Travel	airfare	\$ 49.04
7/8/63	LaSalle Letter Co.	Printing	125.00
7/8/63	<del>REXIN MENKEN</del> Josepf Kosten	photos	24.00
7/8/63	Wide World Photos	photos	49.50
7/12/63	Pittsburgh Press Company	advertising	416.94
7/17/63	Trinidad Publishing Co.	subscription	171.10

FILED  
JUL 30 1963  
Registration Section  
BUREAU OF INCOME

REGISTRATION No. 1421

February 28, 1963

Dr. Arthur Denning  
Commissioner  
New South Wales Government Office  
680 Fifth Avenue  
New York 19, New York

MONTHLY REPORT OF SERVICES, FEBRUARY 1963:

Highlight activities by Development Counsellors International during the month in support of the New South Wales Government Office in New York included:

- . Australia Square Window: Arranged publicity on new display featuring replica model. Three-column photo and story appeared in NEWARK NEWS and stories are also solidly placed in PROGRESSIVE ARCHITECTURE, REAL ESTATE FORUM and ARCHITECTURAL FORUM (TIME, LIFE group). Joint effort with public relations agent for Feist and Feist, New Jersey realtors.
- . Canadian Manufacturers Association: After much negotiation, speech date by the Commissioner nailed down for late March. Began assembling research materials.
- . Premier's Trip: Advised on itinerary including West Coast speaking dates; also submitted suggestions on speech topics right for a U.S. audience.
- . INTERNATIONAL TRADE REVIEW: Materials DCI prepared appeared as part of special Australia section in February.
- . Quickstryp: Provided Commissioner with list of possible manufacturing agents in the U.S. for this Sydney company.
- . NEW YORK TIMES Advertisement: Due to New York newspaper strike, shifted ad placement from February to March.



. BEST'S INSURANCE NEWS: Story previously placed by DCI appeared in this "bible" of the U.S. insurance industry.

. Decentralization: Began work on special publicity effort geared to new booklet outlining advantages and incentives for new investment in country centers.

. Industries Promotion Advisory Committee: Submitted comments on initial report by this group.

. Art Linkletter: Submitted proposal to this TV personality for NBC network coverage of New South Wales in connection with upcoming Premier's trip.

. Director General, NMI Psychiatric Services: Evaluated plan for recruiting this post from the United States.

Sincerely,

Ed M. Levine  
President

DL:ingb  
Encl.

March 29, 1963

Dr. Arthur Denning  
Commissioner  
New South Wales Government Office  
680 Fifth Avenue  
New York 19, New York

MONTHLY REPORT OF SERVICES, MARCH 1963:

Highlight activities by Development Councilors International during the month in support of the New South Wales Government Office in New York included:

- . Australia Square Window: Continued publicity follow-up including drafting of special features for SYDNEY MORNING HERALD. Supplied NSW Office with photograph of this Australian architect examining the project model.
- . Canadian Manufacturers' Association: Assembled final research materials; helped draft speech text; helped arrange for reception; arranged for publicity placement. Commissioner gave this talk March 26 and initial publicity coverage has included the TORONTO GLOBE & MAIL and AUSTRALIAN DAILY NEWS.
- . Premier's Trip: Continued to advise on itinerary, potential newspapers, speech topics. Placed speaking date with Los Angeles World Affairs Council but was cancelled because of Premier's overburdened schedule.
- . TIME Magazine: Drafted special advertisement built on a "twin" theme.
- . NSW Director General of Psychiatry: Edited this position available advertisement and suggested placement in various medical journals.

. NEW YORK TIMES Advertisement: Due to New York newspaper strike "year-end" ad was further shifted into April.

. Sydney Trade Fair: Outlined project for direct mailing to investment prospects in connection with this important Sydney activity.

. Fifth Avenue Window Displays: Suggested series of new window subjects including Sydney Trade Fair and World War II Anniversary.

. BUSINESS INTERNATIONAL: Provided NSW Commissioner with special reprints of article on Australian intercorporate tax advantages.

. AUSTRALASIAN MANUFACTURER: Drafted special article for this Sydney publication predicting trends in U.S. investment to Australia.

Sincerely,

Ted M. Levine  
President

DL:mgb  
Encl.

April 30, 1963

Dr. Arthur Denning  
Commissioner  
New South Wales Government Office  
680 Fifth Avenue  
New York 19, New York

**MONTHLY REPORT OF SERVICES, APRIL 1963:**

Highlight activities by Development Counsellors International during the month in support of the New South Wales Government Office in New York included:

- . INDUSTRIAL WORLD: Arranged meeting with Commissioner and provided material for upcoming Australian trip by editor.
- . TIME, NEWSWEEK: Revised and cleared special advertisement on "twin" theme now scheduled for May.
- . NEW Fifth Avenue Window: Provided ideas and advised on photo selection for May window.
- . Australian Newspapers: Provided editorial ideas and material for light editorial column notice and extensive economic article.
- . NEW YORK TIMES: After much postponement, NSW advertisement appeared in special Economic Review Edition.
- . Premier's Trip: Continued to advise on itinerary, potential newspage, speech topics. Suggested New York press conference. Counseled on protocol within the U.S.
- . Director General, Psychiatric Services: Edited recruitment advertisement which appeared during the month.
- . BUSINESS REVIEW: An article appeared in this Australian publication based on previous information provided by DCI.

*Handwritten:*  
J.C. DCI  
A. Denning

. 80 Quick Facts: Wrote and revised special "thumbnail" economic sketch of New South Wales and Sydney.

. "Living Conditions in Australia;" Advised on questionable statements within this newest U.S. Department of Commerce publication.

Sincerely,

Ted M. Levine  
President

TDL:ngb  
Encls.

7.6  
7.6  
May 31, 1963

Dr. Arthur Denning  
Commissioner  
New South Wales Government Office  
680 Fifth Avenue  
New York 19, New York

**MONTHLY REPORT OF SERVICES, MAY 1963:**

This month, as you know, was largely concerned with aiding your Office in terms of the Premier's U.S. visit. Included here:

- . Premier's U.S. Talks: Suggested a number of newspapers and approaches right for U.S. business audiences.
- . Australia Press Coverage Help: Provided Joseph Morley with media lists and advice on press contacts.
- . Far East America Council: Wrote and distributed release; arranged for photographs.
- . American-Australian Association: Same services as above.
- . Broadway Show: Arranged for backstage visit.
- . Chase Manhattan Bank: Arranged for photographs.
- . Photographs: Additional services involved Premier's reception; Canada House New South Wales flag and display window; Premier's meeting with New York City Mayor.
- . Premier's Wrap-Up Statement: Advised against initial New York press conference; instead suggested wrap-up statement by the Premier which was abstracted and released at month's end.

. In addition, these activities were carried out: TIME, NEWSWEEK: NSW advertisement came out in these key media and attracted some initial inquiries; special TIME Magazine laminated plaque of the ad presented to NSW Commissioner.

. Qantas: Provided the Commissioner with memorandum on possible special program within the United States.

Sincerely,

Ted M. Levine

TML:ngb

July 3, 1963

Dr. Arthur Denning  
Commissioner  
New South Wales Government Office  
680 Fifth Avenue  
New York, New York

MONTHLY REPORT OF SERVICES, JUNE 1963:

Highlights of this month's activities included:

. NSW Premier's U.S. Trip: Tied up loose ends on recent visit including photographs and servicing to Australia.

. Industrial World: First newsletter by Editor Steve Kann came out. He visited Australia because of NSW Government Office contacts. Working on second newsletter and Special Australia issue. (September.)

. NSW Parliamentary Delegation: Arranged for airport arrival photo and suggested itinerary changes.

. Thiokol: Recommended to this major chemicals producer that Director of Corporate Planning contact NSW Government Office on possible rubber sealant joint venture.

. Group Presentation: Began investigating possible sites and central topics for next major NSW meeting presentation (i.e. Detroit Economic Club).

. Window Display: Discussed possible publicity tie-ins with upcoming Besser and IBM Fifth Avenue displays.

. Decentralization: Recommended that "Attracting New Industry", special booklet prepared by DCI for the U.S. Department of Commerce might be utilized as aid to rural areas within the decentralization program.



-- 2 --

. Partnership Catalogues: Began planning for new kind of joint venture opportunities listing based on vertical industry categories.

. Materials for MSW Company: Provided Phil Martin with catalogues and other materials at suggestion of Sydney company.

Sincerely,

Ted M. Levine  
President

TML:smm  
Enclosure

July 31, 1963

Dr. Arthur Denning  
Commissioner  
New South Wales Government Office  
680 Fifth Avenue  
New York, New York

MONTHLY REPORT OF SERVICES, JULY 1963:

Highlights of this month's activities included:

. Parliamentary Delegation: Aided in arrival arrangements as well as special visit to the New York World's Fair.

. INDUSTRIAL WORLD: Advised on technique for handling suggested revisions of copy on Australia's chemical industry by editor Steve Kann.

. Standard Brands: Discussed with both Vice President and President of international company former attempts to find Australian partners; set up initial meeting between NSW Commissioner and international company President.

. Decentralization: Wrote, had cleared and sent out special press release on decentralization program in Australia.

. Partnership Catalogue: Began work on new approach that would break down potential Australian licensing or joint venture partners into individual industry categories. Particular use in specialized direct mail.

. Office Title: Suggested list of possible alternatives to current NSW Government Office name.

. Puerto Rico: Aided in arrangements for upcoming business trip by the NSW Commissioner to Puerto Rico; will include meeting with Governor Luis Munoz Marin.

- . BUSINESS WEEK: Revived interest in Australia economic profile that would feature New South Wales.
  - . Sterling Films: Submitted detailed report summary on distribution of "Invitation to Invest."
  - . Annual Investment Promotion Summary: Advised Commissioner on current summary of investment case status and priority.
  - . IBM Display Window: Suggested additional exhibit element and special publicity effort. Pending.
  - . Australian Industry Ownership: Provided background economic memorandum on implications of mandatory local shareholding in all Australian industry.
  - . National Association of Manufacturers: Suggested contact with NAM President who is U.S. official representative at Sydney Trade Fair.
  - . Detroit Talk: Investigated possible talk before prestigious Economic Club of Detroit; President said "booked up into 1965," but counter suggested possibility of largely same membership Detroit Committee of Foreign Affairs.
  - . Future Directions: Presented detailed proposal for future promotion-publicity-advertising-advisory services.
- A very very busy month.

Sincerely,

Ted M. Levine  
President

TL:ngb  
Att.

ITEM 7

TRINIDAD-TOBAGO

REGISTRATION No. 1421

March 1, 1963

Re: Monthly Report of Development Counsellors  
International Activities on Behalf of the  
Trinidad and Tobago Industrial Development  
Corporation, February, 1963

Dear Mr. Ramscoo:

Following are major highlights of DCI's February activities for  
the IDC:

1. Trinidad trip: As you know, this trip by DCI President took the first half of the month. A program of work for calendar 1963 was presented to and accepted by the IDC Board. In addition, two case history advertisements (Chase Manhattan Bank, Kivi) were written and cleared; about a dozen investment cases were discussed individually with IDC officials; the local public relations program was reviewed in depth; and a new pilot project was blocked out to market certain Trinidadian products within North America.
2. In terms of publicity, two major articles came out during the month: a MAGAZINE OF WALL STREET story that highlighted Trinidad-Tobago investment opportunities within the Caribbean, and an AMERICAN BANKER article bylined by the IDC Chairman within the Annual International Edition.
3. Detailed planning on joint promotion with Chase Manhattan on March 16 opening of Chase Port of Spain branch: included editing of Chase promotion booklet; their minor revision of our advertisement; acceptance of DCI idea for Trinidad Art Society showing in Port of Spain and New York; joint publicity, direct mail, prospect selling, etc.

4. Began preparation of two direct mail pieces: special garment mailing tied to IDC-written fact sheet and investor lead plus industrial trade editor mailing on first IDC newsletter. Also prepared special answers to much-asked questions on the plastics and petrochemicals industries.

5. As an additional direct mailing, experimented with picture postcard to all investment leads currently in our files.

6. At suggestion of IDC Secretary, investigated casino experience in various Caribbean areas; also selected and sent public relations handbook.

7. Continued to ready short term but intensive promotion campaign built on final announcement of the Hotel Investment Act.

8. Arranged for better liaison and follow-up in terms of DCI being informed of all North American investment visitors to Trinidad no matter whether this agency was involved in their original promotion.

9. Began initial investigations on two possible Trinidad products for North American export: rum and pigeon peas.

10. As in previous two months, a major activity was following up individual investment cases, particularly those that are planning on-the-spot inspections during the spring of 1963: Kid Duds, Soo Foundry, etc. (all names confidential).

Clyde, I do want to add one further point to this report: I believe we were able in our discussions to simplify somewhat DCI's reporting system, but partly as a result of shifting to a purely monthly basis, a large number of our bills are still outstanding. To summarize, these include:

December Out-of-Pocket expenses (submitted January 2)  
November-December Time Costs (submitted February 18)  
January: all costs (submitted February 18)

We'd appreciate it if these earlier statements could be expedited as rapidly as feasible.

Finally, hope you have fully recovered from what appears to have been the biggest, brightest and boldest carnival ever.

Sincerely,

Ted M. Levine

EDL:ngb  
Att.

April 1, 1963

Re: Monthly Report of Development Counsellors  
International Activities on Behalf of the  
Trinidad and Tobago Industrial Development  
Corporation, March 1963

Dear Mr. Namsoo:

Following are major highlights for March which turned out to be  
an extremely busy and varied month:

1. Special activities in connection with the Chase Bank opening included joint Chase-DCI advertising (WALL STREET JOURNAL-AMERICAN BANKER); editing of Chase-Trinidad booklet; editing of Chase LATIN AMERICAN HIGHLIGHTS booklet; joint publicity coverage; discussions of future joint meetings with possible investors.
2. Heavy case load particularly within apparel field. Arranged two on-the-spot visits during the month, and as a new technique sent three "cold" letters to manufacturers currently expanding in other parts of the world, particularly the Caribbean and Latin American region.
3. Placed Kiwi case history advertisement (already cleared) in the NEW YORK TIMES, and investigating AMERICAN BANKER.
4. Approached President of Texaco Trinidad on series of joint promotions similar to Chase Bank collective effort. (Advantage: lower budget to IDC, reputation of tie-in organization).
5. Sent for clearance to IDC two apparel direct mailings (apparently these have been "suspended") as well as at month's end copy for a special Canadian direct mailing.
6. Drafted article and special small space ad series for IDC in connection with upcoming Dun & Bradstreet INTERNATIONAL TRADE REVIEW Special Issue on the Caribbean. Awaiting clearance.

7. Began informal investigation in two areas proposed in February Board presentation: possible marketing of certain Trinidad products (e.g., pigeon peas) and North American Contract work for local Trinidadian companies (e.g., Glamour Girl Lingerie).
8. Sent IDC Secretary materials he requested: Public Relations Handbook and outline of experience by other areas in terms of casinos as a tourist attraction.
9. Began pre-planning for scheduled IDC investment tour to North America, fall of 1963. Aiming for, among much else, one big organization (e.g. Sales Executives Club of New York) to sponsor special Trinidad-Tobago Luncheon or Night.
10. Major publicity activity was four-part series in the enormously influential CHRISTIAN SCIENCE MONITOR by David Francis on Trinidad-Tobago. Success of this DCI-sponsored trip suggests this technique should be utilized again in the future.
11. On the administrative front, considerable time was spent in two areas: a) clearance of editorial materials: still outstanding here is our apparel mailings and the INTERNATIONAL TRADE REVIEW editorial and publicity on the Hotel Investment Act; b) finances: during the month a statement was presented by us as to questioned items in DCI's eight months of activities spanning May-December, 1962. Two monthly bills from DCI were paid (with amendments) for January and February, 1963. Statements outstanding still include November-December time costs and December out-of-pocket expenses.

Winds up a pretty fast moving month.

Sincerely,

Ted M. Levine  
President

EDL:mgb  
Encls.



April 30, 1963

Re: Monthly Report of Development Counsellors  
International Activities on Behalf of the  
Trinidad and Tobago Industrial Development  
Corporation, April 1963

Dear Mr. Nansoo:

Following are major highlights for April, a month during which we managed to put into effect a number of proposals presented to the Board a couple of months ago:

1. Continued close contact with Chase Manhattan Bank as part of planned joint promotion program. Included joint discussion of two investment prospects; final editing of LATIN AMERICAN HIGHLIGHTS article which came out at month's end, and extensive provision of economic data for upcoming possible Chase Manhattan bank loan to Government of Trinidad-Tobago.
2. As second joint promotion, proposed series of projects to BWIA. Most important: proposed trip by editors to Trinidad at key industrial landmark (for example, the 100th plant). BWIA would bear major costs.
3. In like manner, series of meetings with Texaco out of which grew special petrochemical direct mailing which is being analyzed by the company before submission for clearance to the IDC. Also joint pre-planning for approach to major prospect (bagasse) who has shown considerable interest.
4. At month's end, sent out special direct mailing to large group of Canadian manufacturers; first direct mail effort in this area.

5. Had cleared and readied for production and distribution in May follow-up direct mailing to all current prospects highlighting Chase Manhattan Bank Trinidad-Tobago report.
6. In terms of special publicity, both DCI principals were asked to submit bylined articles on the Caribbean to AMERICAN BANKER and the JOURNAL OF COMMERCE. Both of these articles feature heavily the IDC program favorably.
7. Received clearance and placed article and small space advertisements in Special INTERNATIONAL TRADE REVIEW Issue on the Caribbean (May 15). Issue also includes introductory article by DCI President which contains favorable comment on Trinidad's business climate.
8. Provided two Canadian publications, FINANCIAL POST and MONETARY TIMES with extensive materials for upcoming Special Caribbean Issues.
9. Extremely heavy detail work on 10 major cases in these fields: flour milling, processed foods, petrochemicals, tourist hotel, metalworking.
10. Kiwi Case History advertisement has now been placed for publication in May in the NEW YORK TIMES and the AMERICAN BANKER.
11. Among miscellaneous activities: Asked IDC for recommendation of BUSINESS INTERNATIONAL "stringer;" met with Trinidadian entrepreneur interested in joint venture arrangement; provided IDC with material on Alliance for Progress and relationship between new investment and new jobs; provided IDC with companies in five industrial categories; suggested to IDC tourism investment brochure.
12. On the administrative front I want to make these points:  
a) Clearance procedures by IDC have speeded up considerably and we more than appreciate it; b) in terms of finances, our March, 1963, monthly statement is still outstanding and we have submitted clarifying comments on IDC disallowance of three items within calendar 1962 payments.

I think the above report reflects a good and productive month.

Sincerely,

Ted M. Levine

TML:mgb

June 3, 1963

Re: Monthly Report of Development Counsellors  
International Activities on Behalf of the  
Trinidad and Tobago Industrial Development  
Corporation, May 1963.

Dear Mr. Mansoor:

Following are major highlights for May, a month we managed to move ahead on in a number of planned projects and also received stepped up cooperation from the IDC in Port of Spain. Here are the highlights:

1. Continuous contact with National Bagnasse on possible Trinidad facility. Provided detailed materials and arranged joint meeting with General Manager, Texaco Trinidad. Think the heavily detailed work here may pay off in time.
2. Heavy schedule in industrial direct mail including:
  - a) Canadian investment possibility mailing which has yielded as we planned a high quality low quantity response.
  - b) Follow-up mailing to past prospects of Chase booklet sent out.
  - c) Special mailing to petrochemical prospects cleared with Texaco, IDC; will go out next month.
3. The Kiwi ad, one of the case history series, came out in the NEW YORK TIMES and AMERICAN BANKER; placed in MONETARY TIMES (Canada) for July. Also began work on next in this series (Trinidad Hilton).
4. Heavier work scheduled in current tourist investment promotion planning: ready to roll on special program for proclamation of hotel investment act; alerted IDC on specific hotel investment possibility; suggested to IDC special booklet of best tourist investment sites in Trinidad (accepted).

5. Continued close contact with Chase Bank on individual prospects; also provided Chase with detailed economic information and commentary in reference to current Chase-Trinidad loan.

6. Provided IDC with special material on U.S. export promotion experience which may be helpful to current Trinidad effort.

7. Series of discussions with BUSINESS WEEK (Washington editor) on possible article in this key publication as well as other McGraw-Hill enterprises (CHEMICAL WEEK, PETROLEUM WEEK, etc.).

8. Close liaison with Texaco on expanding publicity coverage of their new headquarters move from Venezuela to Trinidad.

9. Special Caribbean Issue of INTERNATIONAL TRADE REVIEW (Dun & Bradstreet) came out with two articles (including byline of IDC Chairman) stressing Trinidad-Tobago investment opportunities as well as numerous photographs, etc. Also byline article by DCI Vice President in AMERICAN BANKER played up Trinidad's rapid increase in industrial and commercial development.

10. Continued and slightly increased correspondence with Hugh Ford on series of individual cases, particularly stressing this month metalworking, chemicals, petrochemicals.

11. Commented on IDC newsletter and suggested inclusion of item on available IDC literature. Also sent detailed comment on suggested mobile exhibition of Trinidad products.

12. Suggested simple slogan that might be imprinted on Trinidad products: "Well made in Trinidad."

13. Suggested that 100th plant promotion might coincide with first anniversary of Trinidad-Tobago Independence.

I'm of course looking forward to my upcoming trip in just a few more days which is scheduled, as you know, for June 18 to 26.

Sincerely,

Ted M. Levine

TML:ngb  
Encl.

July 1, 1963

Re: Monthly Report of Development Counsellors  
International Activities on behalf of the  
Trinidad and Tobago Industrial Development  
Corporation, June 1963.

Dear Mr. Namsoo:

Following are activities highlights for June, during which month DCI's President visited Port of Spain:

1. Joint meeting in New York with National Bagasse President and General Manager, Texaco, Trinidad, (Confidential) followed up by on-the-spot meetings on bagasse board plant possibilities with IDC, Tate and Lyle, and Texaco.
2. May petrochemical direct mail yielded phone contact and meetings with major U.S. companies Chemstrand and Thiokol (Confidential) interested in possible production in Trinidad for distribution in Central and South America.
3. Other case personal contacts included these categories: textile, apparel, chemical, hotel investment and free port development.
4. Began special selective contact program aimed at companies in Puerto Rico successfully supplying local market who might well expand to Trinidad.
5. Discussed with Chase Bank officials in both New York and Port of Spain upcoming July 11 Chase-Trinidad Art Show in NYC initially suggested by DCI. We are providing list of Trinidad related invitees as well as counselling on publicity.
6. Wrote and at month's end submitted to IDC for clearance Trinidad Hilton advertisement, Number Nine in Case History series.
7. With IDC worked out plan for 100th plant opening "triple threat package" at time of Independence First Anniversary. Back in New York got favorable reaction from BWIA to idea of their spon-

oring trip by prominent North American journalists.

8. Began arrangements for July meetings between IDC secretary and one or more potential tourist investors.

9. Received general IDC clearance on materials for Hotel Investment Act promotion. Propose to send out so that inquiry results will coincide with upcoming IDC investment mission.

10. With IDC General Manager outlined North American investment mission which would tentatively include three mission members, take place shortly after Labor Day, 1963.

11. Reviewed with partner, Glamour Girl Lingerie, apparel opportunities in Trinidad-Tobago for a) joint venture, b) contract work. As a result of DCI promotion and contact, Glamour Girl will be meeting in NYC during next couple of months with Style Undies (Confidential) to discuss possible joint venture.

12. At joint IDC-TMA "Buy Local" Committee meeting, suggested in depth complementary "Sell Local" campaign at point-of-sale.

13. With Trinidad Hilton General Manager worked out special rate arrangement for visiting journalists and revived DCI suggested idea of "poolside luncheons" for Hilton business guests.

14. Advised IDC on suggested United Press International documentary on Trinidad-Tobago's first year of Independence.

15. With IDC Assistant Manager (Industrial Promotion) reviewed series of current North American investor prospects.

16. Provided major New York importer, Kemetrade Inc., with contact addresses on desired order for 15,000 tons of Trinidad molasses.

17. Month's end meeting and discussion with W.R. Grace Director of Public Relations on planned major Trinidad plant opening for January, 1964.

Sincerely,

Ted M. Levine  
President

TML:smm  
Enclosures

August 1, 1963

Re: Monthly Report of Development Counsellors  
International Activities on Behalf of the  
Trinidad and Tobago Industrial Development  
Corporation, July 1963.

Dear Mr. Burke:

I am sending this monthly report to you at the suggestion of  
Mr. Nansoo who says that you will handle its review and payment  
in his absence.

Following are activity highlights for July throughout most of  
which the IDC Secretary was attached to this office:

1. Set up number of personal meetings with "blue chip"  
U.S. companies on investment possibilities in Trinidad  
and Tobago. Among them: National Baggase, Chemstrand,  
Standard Brands, Westinghouse, Lukens Steel (confidential).  
(Note: apparently the promotion program in North America  
has reached a rather new phase in terms of growing interest  
by major U.S. based international corporations, the so-  
called "Fortune List of 500").
2. Series of meetings with promoters of Caribbean  
Pavilion, New York World's Fair. Advised IDC Secretary as  
to possible participation in this two-year long event.
3. Aided in arrangements for Chase Trinidad Art Show.  
Suggested publicity program in both Trinidad and the U.S.
4. Series of discussions with IDC Secretary and DCI  
tourism consultant on hotel investment policy and promotion  
in the U.S. Arranged and participated in meetings with  
three possible management or investment groups.
5. Developed copy for special Hotel Investment Guide.  
Sent to IDC for clearance.

6. Sent series of specific hotel investment questions that would need answering in order to work up individual project proposals on specific resort and hotel investment sites. Our hope is these can be prepared before the upcoming fall IDC Investment Mission.

7. Two meetings with executives of Chase International Corporation (Investment Fund); discussed flour mill proposal and other suggested possibilities for Chase participation including bagasse wallboard facility (confidential).

8. Made detailed arrangements on planned editor visit to Trinidad during August 31st weekend (twin newspaper: first anniversary of Independence and opening of 100th plant). Managed to convince BWIA to increase number of allotted seats from four to six.

9. Meeting with Public Relations Director of W. R. Grace; outlined detailed program for plant opening of new W. R. Grace facility, January 22, 1964, and also suggested Grace public service program (in some ways parallel to the "Better Villages") to date from that time.

10. Arranged interview for IDC Secretary with publisher of HOTEL GAZETTE. Will yield special article on Trinidad hotel investment possibilities.

11. Arranged and attended background information meetings between the IDC Secretary and representatives of both the Committee for Economic Development and the State of New York Department of Commerce.

12. Began detailed appointment planning for programmed three-man IDC Investment Mission.

13. Sent out special direct mailing on new hotel incentives act; also publicity release.

14. Began artwork and planned placement on already cleared Trinidad Hilton advertisement.

15. Made additional suggestions to TMA on "Buy Local" effort.

Sincerely,

Ted M. Levine  
President

EDL:ngb  
Encl.



ITEM 7  
ONTARIO

FILED

AUG 30 1963

Registration Section  
DEPARTMENT OF JUSTICE

REGISTRATION No. 1421

March 1, 1963

Mr. Peter A. York, Director  
Industrial Development Branch  
Ontario Department of Economics & Development  
454 University Avenue  
Toronto 2, Ontario  
CANADA

Dear Peter:

The report which follows quickly summarizes the major activities of Development Counsellors International on behalf of the Industrial Development Branch for the month of February. Included, as usual, are our time and out of pocket costs. Charges for the latter category were higher in February because of the MA Packet promotion.

February Activity Highlights Included:

1. INTERNATIONAL EXECUTIVES ASSOCIATION TRADE CONVENTION, N.Y.C., MARCH 26-27

. Initiated work on suggested speech outline for Mr. Macaulay who is scheduled to address the convention Tuesday, March 26th (Statler Hilton).

. Requested that IIS arrange for Alouette Satellite model to be sent to the convention as a main element of Ontario exhibit.

. Proposed that literature to be distributed at convention feature MA Packet and Export Packet, DCI is currently creating for the Marketing Division.

2. LOS ANGELES TRADE CRUSADE LUNCHEON MEETING, APRIL 17th:

. Worked out with you and the World Affairs Council alternative date of April 17th as March 19th was discarded because of conflict in schedule. New date is ideal in that it closely follows Canadian elections when attention is focused on Canada.

. With the Council and co-sponsor, LA Chamber of Commerce, drafted invitation to the reception and luncheon.

. The Los Angeles program appears to be shaping up this way:

- a) 11:00 A.M. Press Conference
- b) 11:30 A.M. IDB sponsored Reception and Viewing of Exhibits
- c) 12:15 P.M. Luncheon
- d) 1:00 P.M. Minister's Speech

### 3. AMERICAN MANAGEMENT ASSOCIATION SEMINAR, N.Y.C., APRIL 22-24:

. Originally this meeting arranged by DCI had been scheduled for April 8-10, but Federal elections falling on April 8th demanded a change in schedule. April 22-24 was then proposed and accepted as meaningful in view of keen interest expected among U.S. executives in Canada following the elections.

. Working with AMA, edited copy and inserted changes in promotional literature being sent to 20,000 AMA members across the United States. Ontario received a commanding position in this Canada meeting and the Minister was invited to address the conclave as keynote speaker.

. Also arranged for AMA to send ample copies of the program to Ontario offices in New York and Chicago for distribution to prospects and interested inquirers.

### 4. PUBLICITY

. Major effort in this segment was the drafting of a 1,000 word feature story signed by the Minister on sales missions and their success to date. Article written for the March issue of International Trade Review scheduled to coincide with the March 26th International Executives Convention.

### 5. U.S. MANUFACTURERS' REPRESENTATIVES PROMOTION:

. As you know, this was Neil Probyn's idea and you approved the implementing of a direct mail program to reach an estimated 14,000 manufacturers in the United States.

. DCI began the research and creative work on this project last week of February with copy scheduled to come to you about

the second week in March for clearance. Promotion will include a letter emphasizing the high quality of Ontario products, competitive prices, a number of pertinent examples, etc. Included will be a folder in the Minister's name answering the 10 most asked questions about Canadian products. The third element will be a simple form for manufacturers' reps to fill out and send to Mr. Probyn.

Summing up, we would say that February turned out to be a highly productive month. In terms of results, the DCI conceived MA Packet promotion has generated 650 inquiries with more expected to come because of trade publicity. The New York Trade Crusade Luncheon produced a \$300,000 contract for an Ontario manufacturer. In terms of laying solid ground-work for the projects ahead, with your excellent cooperation we managed to swiftly nail down the LA and MA projects, winding up with even better dates than originally scheduled. And we anticipate that the manufacturers' rep project will be as successful as the MA Packet project.

Sincerely,

Ted M. Levine

TML:smm  
Enclosures

April 1, 1963

Mr. Peter A. York, Director  
Industrial Development Branch  
Ontario Department of Economics & Development  
454 University Avenue  
Toronto 2, Ontario  
CANADA

Dear Peter:

Herein are highlights of the major activities of Development Counsellors International for the month of March on behalf of the Industrial Development Branch:

1. INTERNATIONAL EXECUTIVES ASSOCIATION TRADE CONVENTION, N.Y.C.,  
MARCH 26-27

. Drafted both outline and complete text for speech, "New Techniques In Marketing Abroad", expertly delivered for the Minister by Neil Probyn.

. Arranged and designed Ontario display for exhibit at same meeting. Model of Caribou aircraft used with good effect to dramatize growing Canadian "know-how."

. Drafted press release covering talk; sent to key U.S. newspapers; also business and foreign trade publications. Initial pick-up in the N.Y. Journal of Commerce. Arranged for Canadian Press to run 300 words and for the Associated Press to service photo of Neil Probyn and top IEA executives at Ontario display throughout Canada, using tie-in with Canadian Press.

2. LOS ANGELES TRADE CRUSADE LUNCHEON MEETING, APRIL 17TH

. Finalized arrangements with the Los Angeles World Affairs Council vis-a-vis special invitations to Ontario prospects and Canadian businessmen in Los Angeles, the press and other details, including the flying "Caribou" exhibit of products.

. In latter part of the month began to work on speech outline for the Minister covering this event.

. Arranged for the president of American Motors Ltd. (Canada) to appear as guest speaker as per Mr. Macaulay's request.

. Suggested to you that we use all-purpose booklet in Los Angeles, follow-up with mailing to our prospects.

### 3. AMERICAN MANAGEMENT ASSOCIATION SEMINAR, N.Y.C., APRIL 22-24

. Working with AMA, assisted in the distribution and promotion of the program to approximately 25,000 U.S. executives.

. To increase registrations, recommended to AMA that promotional blurb go out to membership day after Federal elections, pointing to importance of seminar as an opportunity for executives to get a good reading on political changes.

### 4. PUBLICITY

. During the month, the Minister's article on the Ontario Trade Crusade appeared in International Trade Review with an unexpected bonus, an editorial lauding the IDB's "order book" approach.

. Export Trade Magazine publicized the Minister's forthcoming speech at the IEA Convention, as well as running his photo.

. Victor Barnett, Vice President, Pathex Ltd., was interviewed for an article in Tooling and Production Magazine.

### 5. U.S. MANUFACTURER'S REPRESENTATIVE MAILING PROMOTION

. Created during the month was a three part promotion designed to build up a rapid inventory of U.S. manufacturer's reps for the IDB offices in New York and Chicago.

This included a one page promotional letter, an eleven point form, and a folder giving the full story.

At last report, this material is currently being checked by you and Jim Graham, and when all revisions have been finalized we hope to get this into production in early April.

Looking beyond the Los Angeles and AMA meetings next month, as planned the Trade Crusade should be taken to Philadelphia, and we are thinking in terms of a June meeting. As for the IEA Convention in New York City, it was clear that Neil

Probyn did an excellent job in delivering Mr. Macaulay's talk, and in mingling with the top IEA brass later on. Bill Fowler manned our Ontario exhibit and elicited many comments about the Caribou; more important, he generated a number of inquiries including a good one from American Hard Rubber Co., whose vice president now plans a trip to Toronto.

Sincerely,

Ted M. Levine

TML:scm  
Enclosures

May 1, 1963

Mr. Peter A. York, Director  
Industrial Development Branch  
Ontario Department of Economics & Development  
454 University Avenue  
Toronto 2, Ontario  
CANADA

Dear Peter:

As you know, April, the first month of our new 1963-64 contract period, proved to be challenging, hectic, and above all, extremely successful. You will find here highlights of our major activities on behalf of the Industrial Development Branch:

1. LOS ANGELES TRADE CRUSADE LUNCHEON MEETING, APRIL 17TH

. Completed speech outline began in March and forwarded to the Minister as requested.

. Drafted press release covering Mr. Macaulay's speech, alerted Los Angeles press, assembled press kit, including updated fact sheet on Ontario.

. Manny Ellenis flew to Los Angeles, met with officials of both sponsoring groups (World Affairs Council, Chamber of Commerce) and the Biltmore Hotel banquet manager to iron out last minute details.

. Worked on press conference with World Affairs Council. All major TV and radio networks covered (NBC, ABC, CBS) plus leading independents. Results: Prominent stories in the Los Angeles Times, Los Angeles Herald Examiner, etc.

. Also: Placed editorial featuring Minister with LA Times Chief Editorial Writer, Jim Bassett. Arranged photograph, Minister

with World Affairs Council's Walter Coombs, and with Jesse Tapp, Chairman of the Board, Bank of America. Serviced photo and story to 27 Los Angeles suburban papers.

. TV & Radio: Mr. Macaulay and the Ontario Trade Crusade received saturation coverage. Beginning with the 4:00 P.M. news, Mr. Macaulay and Mr. Brownridge were on virtually every TV and radio newcast until late in the evening.

. Summing Up: I think it fair to say that this Trade Crusade luncheon and accompanying publicity convinced the bulk of Los Angeles industry that Canada is not anti-American, and in fact is actively seeking "know-how" and joint venture capital to accelerate its economic growth.

2. AMERICAN MANAGEMENT ASSOCIATION SEMINAR, N.Y.C., APRIL 22-24

. Worked with Canadian banks in New York to bring AMA meeting to the attention of their key prospects.

. With AMA drafted special direct mail letter to 2,000 New York metropolitan area manufacturers alerting them to this first post-election meeting.

. Drafted speech outline for Mr. Macaulay.

. Drafted press release covering the Minister's statement as well as that of Mr. Brownridge of American Motors.

. Set up press conference for New York metropolitan area financial writers and out of town bureau chiefs.

. Press Results: Press conference attended by 14 leading publications, including Fortune, Business Week, American Machinist, Metalworking News, Automotive Business, etc. Specific stories have so far included:

NEW YORK TIMES

NEW YORK HERALD TRIBUNE

ASSOCIATED PRESS

CANADIAN PRESS

NEW YORK JOURNAL OF COMMERCE

STEEL

CHICAGO TRIBUNE



3. PUBLICITY

. Initiated work on inquiry-getting trade press publicity release offering the Department's 1963 Industrial Review. When completed and cleared by you, release will be tailored for metal working, plastics, chemicals, leather, electronics and electrical machinery trade press in the U.S.

. Lead article appeared in EXPORT TRADE (April 15) on the Minister's "trade missions" talk (delivered by Mr. Probyn) before the International Executives Association in New York.

4. DIRECT MAIL

. Follow-up Los Angeles Trade Crusade Mailing - - Started work on promotion following up LA meeting. Will present to you within two weeks.

. Mailing Promotion to 14,000 U.S. Manufacturers Representatives -- Met several times with Neil Probyn, reviewed materials submitted to you and Jim Graham; plan on pushing mailing out around May 15 once final approval is secured.

5. NATIONAL FOREIGN TRADE COUNCIL CONVENTION, NOVEMBER 1963

. Late last month DCI began to consider possible ways that Ontario might be included in this top U.S. foreign trade convention which attracts some 2,000 key executives and government officials from all over the world.

Summing up, I think we are in agreement that the first month of our new contract period started off extremely well. I think we have a good program on the rails and the right people, on your end and mine, to implement it over the next 11 months.

Sincerely,

Ted M. Levine  
President

TML:smm  
Enclosures

June 3, 1963

Mr. Peter A. York, Director  
Trade & Industry Branch  
Ontario Department of Economics & Development  
454 University Avenue  
Toronto 2, Ontario  
CANADA

Dear Peter:

Below are highlights of our major activities for the month of May on behalf of the Trade and Industry Branch:

1. PITTSBURGH BLITZ PROGRAM, JUNE 24-28:

- . Scouted the Pittsburgh business community through a long time contact with the Pittsburgh Chamber of Commerce.
- . Developed lists of manufacturers for use in pre-event mailing. DCI will prepare direct mail letter.
- . Wrote ad to appear twice in "Greater Pittsburgh" Magazine to further alert area manufacturers. Publication reaches 12,000 manufacturers in the Pittsburgh industrial complex.
- . Researched material for publicity to be developed via press releases, special interviews with leader of the Ontario "Task Force."
- . Suggested that Marketing Division officials use this event to contact first hand Pittsburgh sales agents who responded to DCI Manufacturers Representatives mailing.
- . Made necessary arrangements for Ontario suite at the Penn Sheraton Hotel.

2. U.S. MANUFACTURERS REPRESENTATIVES PROMOTION:

- . In a number of meetings with T&I representatives, ironed out last minute details involving folder. Edited and advised printer on art changes.
- . First mailing went out to 4,900 sales agents in New York, Illinois, Michigan and New Jersey. Results to date: 600 replies or a well above average return of 10%. (Average direct mail result is 2%.)
- . Provided Neil Probyn with photostat facilities for processing contact forms.

3. SPECIAL PROMOTIONS:

- . Completed inquiry-getting promotion involving the Ontario Industrial Review and presented to you for approval.
- . Provided special material to Fortune Magazine which is planning a feature story on Canada in either the July or August issue.
- . Placed the Minister's speech before the AMA with the publisher of Vital Speeches, a magazine which features the addresses of world leaders.
- . With Vermont Royster, editor of the Wall Street Journal, placed the Minister's IEA speech in the well read "Notable and Quotable" column which appears on the editorial page. Excerpts appeared last month, were read by an estimated 800,000 top level U.S. executives.
- . Port of New York Authority magazine included Minister's address in its coverage of the IEA convention, featuring photo of Neil Probyn presenting Mr. Macaulay's talk.

Beyond question, this month's outstanding achievement was the 600 replies to the U.S. sales agents mailing. Credit must be given to Neil Probyn for coming up with this unique approach which is only 1/3 implemented. The Pittsburgh "blitz" effort got off to a good start and we look forward to good results in this experimental approach. We should learn much from this pioneering effort, what works and what doesn't, but as of this date I think we have this important project under control.

Sincerely,

Ted M. Levine  
President

July 2, 1963

Mr. Peter A. York, Director  
Trade & Industry Branch  
Ontario Department of Economics & Development  
454 University Avenue  
Toronto, Ontario  
CANADA

Dear Peter:

Outlined herein are the highlights of our major activities for the month of June on behalf of the Trade and Industry Branch:

1. PITTSBURGH BLITZ PROGRAM, JUNE 24-28:

In support of the six man "Task Force" to this highly industrialized city DCI produced:

- . Six individualized advertisements timed to appear daily in both the morning Pittsburgh Post-Gazette and the evening Pittsburgh Press.
- . Drafted special letter to 500 Pittsburgh manufacturers, telling them about Task Force in advance, requesting they fill out reply post card for appointment. Fourteen manufacturers completed these cards.
- . Arranged for reception in honor of Pittsburgh economic development community. Handled invitations, drafted letter explaining purpose of Task Force. Attended by top Chamber of Commerce officials, bankers, business community leaders.
- . Prepared Pittsburgh area press release which was also sent to Canadian Press in New York for transmission to Canada.

PUBLICITY RESULTS:

1. Two column feature in Pittsburgh Press (result of interview set up by DCI).

2. Solid story in Pittsburgh Post-Gazette.
3. TV coverage on KDKA (CBS).
4. AP photo of yourself, Don Holland with top Chamber of Commerce officials. Transmitted to Canadian Press in Toronto.
5. Placed follow-up story on success of Task Force with Greater Pittsburgh Magazine, official publication of the Chamber of Commerce. (July-August issue, read by 12,000 area businessmen)

2. SPECIAL PROMOTIONS:

- . Promotion of 1962 Industrial Review.

Following your approval of this project in Pittsburgh, began action phase late this month. Special releases will go to top business publications and trade magazines in the chemical, plastics, metal working and electronic industries.

- . Society of Industrial Realtors

Began work on memorandum to you outlining how T & I and DCI should proceed in this important project.

3. BOSTON "TRADE CRUSADE" LUNCHEON, SEPTEMBER 10:

- . Began long range planning on this second Trade Crusade luncheon of the current contract year. Singled out New England World Trade Center as best possible group to tie in with Crusade meeting. Request information on September activities of this organization.

4. DCI CONSULTING AND INFORMATION SERVICES:

- . On a daily basis advised T & I officials of U.S. editorial reaction to new Canadian measures intended to "Canadianize" industry.

The Pittsburgh Blitz effort proved that the working level approach, if supported by advance promotion, is effective and worth the time and expense involved. I think we will do as well if not better (because of what we learned in Pittsburgh) in similar promotions in other key U.S. cities. I think we also were

-- 3 --

reminded that promotion is a long range proposition. For example, we were able to sell at least one Pittsburgh prospect on "taking a look" next month - largely because he had been softened by the Manufacturing Arrangements mailing in January. I think we will be seeing this type of seed-sprouting phenomenon happening again and again in the months to come and this is one reason why we are highly optimistic about results come next March.

Sincerely,

Manny Ellenis

ME:sma  
Enclosures

August 1, 1963

Mr. Peter A. York, Director  
Trade & Industry Branch  
Ontario Department of Economics & Development  
454 University Avenue  
Toronto, Ontario  
CANADA

Dear Peter:

DCI's major activities on behalf of the Trade and Industry Branch for the month of July are summarized herein:

1. BOSTON "TRADE CRUSADE" LUNCHEON:

In this sector, we secured the sponsorship of the outstanding business group in the Boston area, the New England World Trade Center, which pledged full cooperation. However, WTC officials suggested that the Trade Crusade luncheon be held on October 1st, rather than September 10th, in order to shoot for a better audience. The October 1st date was accepted by the Minister's Office.

Mr. M.R.M. Dale, Canadian Trade Commissioner stationed in Boston, was alerted by Neil Probyn as to the proposed luncheon and initial cooperation was extended in the form of a solid attendance list consisting of leading bankers, manufacturers, trade officials, Canadian businessmen operating in Boston, prospects, etc. List contains 170 top names. This will be greatly expanded.

Arrangements were made late in the month for Manny Ellenis to go to Boston and set up the meeting with Mr. Dale and WTC General Manager, John Galvin.

2. PITTSBURGH BLITZ FOLLOW-UP:

Important follow-up to this successful project implemented with transmission of results information secured from you to Greater Pittsburgh Magazine, official organ of the local chamber of commerce. Story and photograph now scheduled to appear in the July-August issue. Should

prove useful in directing follow-up inquiries to Neil Probyn in New York.

3. SPECIAL PROMOTIONS:

- . Fashion Show - - Met with Muriel Wright, whom as you know, was in New York to determine climate for fashion show featuring Ontario furs, ladies evening wear, childrenswear, possibly this fall. DCI recommendation, embodied in Ted Levine's memo to you: Good idea, but suggest show be held in the spring of 1964, best time to reach actual buyers. Could be initially announced in Toronto this fall.
- . Society of Industrial Realtors - - Drafted and sent to you long memo setting forth, step by step, procedure (with deadlines) on how we think this project can be worked out with your organization for best effect.
- . Industrial Review Inquiry Getting Promotion - - At month's end, sent out specially tailored press releases offering the 1962 Industrial Review to the electronic, metal working, chemical, plastics and horizontal business publications. Inquiries will come directly to you, beginning in September.

4. ST. LOUIS "TRADE CRUSADE" LUNCHEON:

Began preliminary investigation to determine best business group in St. Louis to act as sponsor to this event. By the end of the month had requested full particulars on such organizations. This will be followed up with on the spot evaluation to secure sponsor, arrange for facilities, etc.

5. DCI CONSULTING AND INFORMATION SERVICES:

During the month, circulated key materials including the transcript of the 49th National Foreign Trade Convention as well as the newly issued booklet, "Export Marketing For Smaller Firms."

At this point the Boston "Trade Crusade" luncheon seems to be well off the launching pad. To maximize audience potential, we recommend that the Sales Agents Mailing go to Massachusetts agents in September, followed by invita-



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tions to the Boston luncheon. Overall we appear to be in good shape although we might have to change some of the dates because of the switch from Sept. 10 to October 1st involving the Boston project.

Sincerely,

Manny Ellenis

KFE:am  
Enclosures

ITEM 7  
NOVA SCOTIA

FILED

30 1963  
Registration Section  
DEPARTMENT OF TRADE

REGISTRATION No. 1421

July 5, 1963

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
Department of Trade and Industry  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Dear Stewart:

Attached is our invoice for the amount of \$450.00 covering payment for Development Counsellors International activities in setting up all press and photographic arrangements for the Nova Scotia promotional meetings in New York City, June 4th, 1963.

Below are highlights of DCI activities on behalf of the Ministry of Trade and Industry in this regard:

1. Arranged for interviews for the Hon. E.A. Manson and the Hon G.I. Smith with the NEW YORK TIMES and the NEW YORK JOURNAL OF COMMERCE.
2. Researched and drafted a 3½ page press release which was distributed to all New York City newspapers, Wall Street based financial publications, trade publications, and to key out-of-town papers.
3. Arranged for a press conference featuring the Hon. E.A. Manson, the Hon. G.I. Smith, Mr. Knight and Mr. Samuels of Volvo of Canada. Press conference attended by 12 financial newspapermen representing such publications as BUSINESS INTERNATIONAL, FAIRCHILD PUBLICATIONS, STEEL, IRON AGE, U.S. NEWS & WORLD REPORT, METAL WORKING WEEKLY, NATIONAL REAL ESTATE INVESTOR, AMERICAN BANKER, etc. CANADIAN PRESS also attended.

4. Set up photographs with the ASSOCIATED PRESS of the two ministers, Volvo's Mr. Samuels and distributed them to the U.S. press and, through AP, to CANADIAN PRESS.

RESULTS: Articles to date have appeared in the N.Y. TIMES, N.Y. HERALD TRIBUNE, N.Y. JOURNAL OF COMMERCE, N.Y. JOURNAL AMERICAN, AMERICAN BANKER, STEEL, AMERICAN MACHINIST, IRON AGE. Two stories were transmitted on the CANADIAN PRESS wire service.

We expect more publicity to appear in the monthly publications. As they are issued, we will be sending you copies.

Sincerely,

Manny Ellenis

ETE:smm  
Enclosures